



Department of Property & Procurement

Government of the United States Virgin Islands

3274 ESTATE RICHMOND, CHRISTIANSTED, U. S. VIRGIN ISLANDS 00820

8201 SUB BASE, 3RD FLOOR, ST. THOMAS, U. S. VIRGIN ISLANDS 00802

ST. CROIX MAIN OFFICE: 340.773.1561 | ST. THOMAS MAIN OFFICE: 340.774.0828

ST. CROIX FAX: 340.773.0986 | ST. THOMAS FAX: 340.777.9587

[HTTP://DPP.VI.GOV](http://DPP.VI.GOV)



August 8, 2017

AMENDMENT #1 RFP-022-2017(P) Qualified advertisement and media placement firms to provide media placement and social media services to promote the U.S. Virgin Islands

INSERT: *Questions & Answers*

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED

BIDDERS MUST ACKNOWLEDGE RECEIPT OF THIS AMENDMENT WITH THEIR BID PROPOSAL.

QUESTIONS & ANSWERS:

Question 1: How long will the contract be for this partnership (Period of Performance)?

Response: A standard Government contract can range from 1yr to 5yrs. However, the term of this contract is two years with a renewal clause.

Question 2: The RFI states that the selected agency will provide separate campaign concepts for the USVI as a whole and for a St. Croix-specific campaign. The work will entail building on and/or further developing the current umbrella campaign, “Real. Nice.” In order to put together an accurate cost proposal, can you please provide more specific detail on the creative deliverables that would be included in the scope?

Response: Using the Real Nice campaign as a base, the contractor will be responsible for creating new and innovative concepts to promote St. Croix through advertising and social media avenues.

Question 3: What is the annual budget breakdown, including agency fee, media and production?

Response: This information is deemed classified, as the government is unable to share the financial records of the current agencies.

Question 4: Can you provide some insight into your relationship with your current partner? Are there any challenges that you’re looking to overcome with a new partner?

Response: The Department of Tourism respects the privacy of our contractors and deems this information classified.

Question 5: How do you feel about the current work and “Real.Nice.” campaign? How long is it expected to stay in market?

Response: The department is extremely pleased with the new campaign, and it is the department’s intention to further develop this campaign. Therefore, it will remain a key component of the USVI marketing strategy until research proves it is no longer effective for the destination.

Question 6: The Overview states the agency will position the USVI in the US and “other markets.” Which markets would this include?

Response: The USVI is promoted globally with offices in Denmark and Italy. We are also looking at emerging markets such as China.

Question 7: Does the Social Strategy & Content Management scope include moderation of USVI social channels?

Response: Yes

Question 8: Is there a CRM tool you currently use?

Response: Yes

Question 9: Please provide timing for agency notification on next round, oral presentations and contract award.

Response: Schedule of oral presentations and contract award is not available.

Question 10: Can we propose a redesign to visitUSVI.com?

Response: Yes

Question 11: What are the DOT’s media objective(s)? If there are multiple objectives, please delineate by campaign.

Response: The media objective is to increase visitors to the Territory, through the promotion of positive and authentic digital and social media channels.

Question 12: What are the key performance indicators used to evaluate media’s success?

- For awareness objectives, how will awareness be measured/tracked for the new campaign?
- For direct response campaigns, what are the KPIs and how will they be measured?

Response: This information is deemed confidential.

Question 13: Is the Agency responsible for any performance reporting to any organization or stakeholder in addition to the DOT? If so, please specify.

Response: Yes. This strategy will be discussed after the contract is awarded.

Question 14: At this stage in the RFP response, is the Department of Tourism expecting to see creative concepts? Or, is this something the DoT is expecting to see at the oral presentation?

Response: Both

Question 15: Based on the outlined “C. Scope of Work” on page 8, will new creative (e.g., TV, Print, etc.) be required beyond the request for St. Croix during this contractual period?

Response: New campaigns may emerge due to market demand. At this time, the department is promoting the new campaign.

Question 16: Does the Government intent to have a Small Business set-aside?

Response: No

Question 17: Does the Government intend to award one Firm Fixed Price (FFP) or Cost-Plus-Fixed-Fee completion contract with a base period of 12-months, and four 12-month option periods.

Response: Firm Fixed Price. Term of this contract is two years with a renewal clause.

Question 18: When will the period of performance begin?

Response: October 1, 2017

Question 19: What is the Annual Fiscal Year Budget for this project?

Response: Budgetary information is deemed confidential.

Question 20: What is the Government Cost Estimate for Media Placement Services?

Response: Independent Government Cost Estimate (IGCE) will not be disclosed.

Question 21: Will the Government select a Contractor for this award using a best value trade-off analysis?

Response: Selection will be based on best overall value to the Government.

Question 22: Will the Government use the evaluation criteria to make a best value determination? i.e. Criterion 1 - Technical Capability with sub-factors Technical Approach, Experience (Key Personnel Resumes), Criterion 2 - Past Performance, Criterion 3 - Price.

Response: The evaluation criterion is confidential; however, it is structured to ensure the best candidate is chosen.

Question 23: Will the Government evaluate any technical and price exceptions and assumptions in the proposals submitted.

Response: The Government will not discuss any questions pertaining to price, as this portion of the RFP is sealed and confidential.

Question 24: Who is the incumbent Contractor or Past- incumbents?

Response: The agencies of record are Story Worldwide and J. Walter Thompson.

Question 25: Does the Government require the development of social media applications?

Response: The Government uses four social media platforms at this time.

Question 26: What are key essential contract personnel for this contract? i.e. Program Manager, Project Manager, Contracting Officer

Response: This information will be revealed upon the award of the contract.